



## Community Building and Communications Workgroup Meeting Minutes February 12, 2009

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### *Items Relevant to Other Workgroups*

#### **All Workgroups:**

- Each workgroup should add an agenda item to their meetings that addresses eNews story ideas.
- An e-mail address will be created for the submission of eNews articles and article concepts in the near future. This e-mail address will be announced in the March newsletter, and will be given to the workgroups. See discussion below under “Action 2.1 Taskgroup Update and Communications Meeting at MSHDA.”

### *Attendees*

*Erin Skene-Pratt (Chair)*  
*Judy Crockett*  
*Jerrie Lynn Gibbs*  
*Connie Hackney*  
*Mary Lou Keenon*  
*Judy Kell*

*Bill Reid*  
*Kathy Swantek*  
*Nichole Waters*  
*Jourdan Clandening, MSHDA*  
*Jeff Padden, PPA*  
*Joe Quick, PPA*

### *Discussion Items*

#### **Review of Agenda, Materials and Previous Assignments**

- Erin Skene-Pratt reviewed the agenda and welcomed any further items to add to today's meeting.
- CBC workgroup meeting minutes of January 16, 2009 were reviewed and approved.

#### **Action 1.1 Taskgroup Update**

- A letter is being drafted by PPA to be delivered today by e-mail to all survey respondents. The letter serves to:
  - Thank respondents for participating.
  - Invite participants to join the eNews subscriber list.

#### **Action 1.2 Taskgroup Update**

- Erin quickly reviewed the plan to meet with Pace & Partners to brainstorm about an external communication plan.
  - A planning session for the main 2-3 hour communication plan session is scheduled for tomorrow, Friday, February 13, 2009.
- Judy Crockett, taskgroup lead, reported that no further meetings have been had since the January workgroup meeting.
  - Jeff Padden and Judy spoke yesterday about the Friday development meeting, which will be attended by Erin, Jeff, Judy, Mary Lou Kennon and Pace & Partners (with a few others ?).

- ◆ This planning session will serve to provide clarity.
- ◆ Main components to cover in this session:
  - Goals of the Campaign and the communication plan
  - Definitions
  - Specific actions and strategies
  - Who should be part of the team
  - Info group will need to communicate with Pace.
- Suggestions of things to concentrate on when framing the meeting with Pace & Partners:
  - Who is the audience? And what is the purpose?
  - Perhaps topics of discussion should be broken down into strategies.
  - Important to identify *who* and *how many* people will be involved in the 2- to 3-hour session.
    - ◆ Mary Lou Keenon suggested that the smaller the group for this task, the easier and more manageable the task will be.
    - ◆ Success of planning will be dependent on who is involved and how it is conducted.
    - ◆ Mary Lou suggested two types of expertise to be represented at this meeting:
      - Content experts, which will come from this workgroup, and perhaps others associated with the Campaign.
      - Experts in writing and formulating communications plans (Pace will actually write the plan).
      - Deb Horak (Pace) suggested previous to this meeting that maybe Sally should be there. Mary Lou and others agreed.
  - Bill Reid asked if templates for written communication were available for the group to use. Mary Lou said this will be part of what Pace provides in the session.
  - What elements need to be covered to reach overall goal of the communication plan?

### **Action 2.1 Taskgroup Update and Communications Meeting at MSHDA**

- Chair Mike Harris was not on the call, and was slated to present a summary of a 1.2 taskgroup meeting, which included Mike, Connie Hackney, Mary Lou, and Jourdan Clandening.
- Jourdan Clandening offered the following as results of this 2.1 taskgroup meeting, and a communications meeting held at MSHDA involving Pace, MSHDA and PPA:
  - Mostly regarding how to get info in for the newsletter, and the protocol for doing so.
  - It was discussed that the taskgroup might reach out to the regions to get stories/info relating to homelessness.
    - ◆ It was decided that the best method would be to set up an eNews e-mail address that will be given to those at regional level, to which they can submit stories and story ideas. This will not tie the MSHDA housing specialists to searching for stories in the regions every month.
    - ◆ These stories should be limited to blurbs about funding, resources, training info, etc., and should not include success stories.
    - ◆ We don't want to deter people from submitting stories, but also have to be clear that not all submissions will be used, and MSHDA will have editorial control over what goes into the publication.
  - Protocol, then, for story submission: Jourdan sends out call for submissions to PPA, MSHDA specialists, Sally and Janet. All are funneled through these people.
- Regular newsletter topics/stories to include:
  - Resources and funding

- Opportunities/Dates of Importance
- Training information
- Pertinent Info (e.g. tax credits)
- Minutes from workgroup
- One of the ideas from Jourdan was a sidebar menu on the eNews (already exists) where links to important reference docs could be posted, which may eventually include a link to the workgroup minutes.
- An agenda item will be added in to every workgroup meeting (all workgroups) that addresses possible topics of interest for the eNews publication. This should be a gathering of story ideas that will be proposed by PPA to Jourdan and the MSHDA communications staff.
- Newsletter timeline:
  - 1<sup>st</sup> Tuesday of each month: articles due
  - 2<sup>nd</sup> Tuesday of each month: eNews draft sent to reviewing committee (PPA, MSHDA)
  - 2<sup>nd</sup> Friday of each month: eNews distributed.
- Article ideas for March:
  - Erin suggested an article on the fiscal crisis in the nonprofit sector, including research done about cash flow, fundraising, etc.
  - Jeff suggested a build up of information about the Summit and Affordable Housing Conference over the months until these events, as new/more info becomes available. This month's eNews started this dissemination of info.
- Jourdan will send the workgroup a link for the eNews signup that everyone can put in their e-mail signature.

### **Announcements**

- Sally Harrison has now committed to two statewide workgroup convening each year. The next convening will be in late April. A date will be announced soon.

### ***Tasks Completed***

- Action 1.2 and Strategy 2 taskgroups continue to meet and make progress on internal and external communications tools.
- Preliminary planning meeting has been scheduled (for tomorrow) to outline the 1.2 external communications plan creation session.
- The February edition of the Campaign eNews has been drafted and will be distributed shortly.
- 1.1 survey respondents who expressed interest in providing the taskgroup with their own written communications plans have received follow-up communication about providing the workgroup with such materials.

### ***Tasks Assigned***

- Joe will remove three non-members/invitees from the CBC roster.
- Jeff, Erin and Judy will follow up with the rest of the group regarding the content of tomorrow's (Friday, February 13) communications planning meeting.
- PPA will add a call for eNews article ideas to future CBC meeting agendas.
- Jourdan will create an e-mail address to which regional reps and others can submit eNews articles and article ideas.

- Erin, Jeff and Joe will distribute a thank-you email to 1.1 survey respondents that also encourages them to sign up for the Campaign eNews.
- Jourdan will send workgroup members the eNews sign-up link for their e-mail signatures.
- All workgroup members will present any eNews article ideas at the next meeting in consideration of the April eNews.
- Taskgroup members will review the CBC action plan and prepare for any date/timeline modifications that may be needed.

### ***Next Meeting/Upcoming Events***

**Full workgroup: Thursday, March 12, 2009 from 10:00 a.m. to 12:00 noon.**

Note: At this meeting, we will review and adjust the Action Plan dates for taskgroup assignments.

Task group chairs and those involved with communication plan planning session: Friday, February 13, 2009.

\*Additionally, there will be a face-to-face convening of all of the statewide workgroups, likely in late April. A date has yet to be pinned down.

### ***Meeting Assessment***

- What went well:
  - Meeting followed agenda.
  - Meeting moved right along.
  - Info about the newsletter was helpful.
- What could be improved:
  - Engaging more people and encouraging wider participation in discussion.
    - ◆ It was suggested that we build participation into the agenda. Bill Reid suggested adding in a “round table” agenda item to encourage each member to participate.